Patients have shopped around for routine services.

Consumers have less price sensitivity if the service is unique. For which type of services did you choose a lower cost provider? (Respondents could select more than one answer.)

- Dental/Orthodontics services: 40%
- Vision Services: 35%
- Preventive Care/Health Screening: 27%
- Treatment for an illness or injury: 27%
- A diagnostic test (MRI, CT): 24%
- An immunization or injection: 19%
- Treatment for chronic illness: 15%
- A surgical procedure: 13%
- Other: 1%

Source: Accenture research